

MEMORANDUM

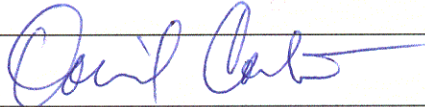
TO: Evergreen East Hills Vision Strategy
Task Force

FROM: Councilmember Dave Cortese

SUBJECT: Market Retail Study

DATE: November 16, 2005

APPROVED:



DATE:

11/16/05

RECOMMENDATION

It is recommended the Evergreen East Hills Vision Strategy Task Force:

- 1) Note and file the Evergreen Area Retail Study prepared by Metrovation / Bay Area Economics.
- 2) Direct staff to agendize retail discussion for the second Task Force Meeting in February 2006 and provide additional analysis pertinent to this discussion to the Task Force by February 1, 2006.

BACKGROUND

The City of San Jose commissioned a private consultant group (Bay Area Economics) to analyze the market potential and development feasibility of new retail development in the Evergreen / District 8 area and present its findings to the Task Force. It was intended for this information to be one of many resources to aid the Task Force in making recommendations to the City Council on the amount and types of retail District 8 could absorb.

It is recommended the Task Force acknowledge receipt of this report through a motion to note and file and also direct staff to bring this subject back for discussion at the second Task Force Meeting in February 2006. In the interim, any public or private sector stakeholder (individual, group or company) is invited to conduct their own analysis. This can be in the form of a separate retail study, a peer review of the existing retail study or public comments. This information must be submitted to Planning, Building and Code Enforcement by January 23, 2006. Planning Staff will breakdown this material and provide it to the Task Force by February 1, 2006, to allow ample time for review by the Task Force.